



Technology, Economic & Community Development Council Committee

Work Plan

Chair: Councilmember Onnie Shekerjian

Address technology application and implementation in Tempe, economic development issues and opportunities, and community development and redevelopment strategies and efforts. Work plan should include:

- (1) Expansion of the use and availability of technological enhancements by City Government and Tempe residents and businesses;
- (2) Development and application of cost-effective, environmentally sustainable programs, including recycling programs and resource conservation and waste reduction programs, both for city operations and community application;
- (3) Consider and develop environmental design standards that are specifically applicable to the arid, relatively warm, climate of Tempe;
- (4) Address strategies to create economic stabilization and revitalization, including facilitating, and working with ASU for development of High-Tech, Bio-Tech, Nano-Tech facilities within Tempe;
- (5) Redevelopment and development services policy formation for recommendation to Council, and implementation of council-approved projects;
- (6) Development, implementation and assessment of economic development approaches, projects and proposals;
- (7) Redevelopment of neighborhood commercial centers;
- (8) In conjunction with Sports, Recreation, Arts & Cultural Development Committee, consider economic development associated with hotel and conference facilities, business tourism, arts and culture driven tourism, youth and amateur sports and outdoor and active tourism.

Background information:

Attachment A – Economic Sustainability Council Subcommittee Accomplishments

Attachment B – FY2009/2010 Technology, Economic & Community Development Council Committee Accomplishments

Attachment C – April 2009 Technology Community Forum Comments

Attachment D – May 2009 Economic Community Forum Comments

Attachment E – March 2010 Technology Community Forum Minutes

Attachment F – June 2010 Economic Community Forum Comments

ATTACHMENT A

Economic Sustainability Council Subcommittee

Accomplishments 09/10

Chair: Onnie Shekerjian

- I. Scope of Work: Address environmental and organizational sustainability to create efficiencies and economic benefits; include cost/benefit analysis to determine the feasibility of implementation.
 - 1. Organizational Sustainability and Performance Management (HR: Renie Broderick, John O'Connor, and Gretchen Maynard) presented and moved forward
 - 2. Sustainability Brochure in final draft stages
 - 3. Cost Benefit Analysis completed (by Ken Jones) for Promotion of Green Programs; Construction Recycling; Rebate Program for Residential above Code, presented and ready to move forward

ATTACHMENT B

Technology, Economic & Community Development Work Plan

Accomplishments 09/10

Chair: Onnie Shekerjian;

Member: Corey Woods

I. Expand the use and availability of technological enhancements by City Government and Tempe residents and businesses.

1. Held a public forum to gain input on technologies to help the City of Tempe.
2. Completed the Tempe Newsroom.
3. Completed a web based agenda system for City Council and Council Committees.
4. Launched Twitter, blogs, YouTube and Facebook in various locations on the website.
5. Continued work toward an on-line building plan submission program.
6. Implementing a city wide Call Center to launch in September 2010
7. Promoted social media events such as Ignite, Social Media Club, Social Media Arizona...
8. Implementing and training city staff on the use of Microsoft Office SharePoint Server (MOSS).
9. Purchasing a Content Management System (CMS) for website development and maintenance to be operational by December 2010.
10. Publish a list of places with free wifi access
11. Added 65 new videos this year and greatly expanding the video selections available online on www.tempe.gov as well as YouTube
12. The City, with the help of SRPMIC, donated 400 PCs and 400 monitors to AZStrut to be refurbished by students and put back to use in the community

II. Implement redevelopment and development services policies for recommendation to Council, and implementation of council-approved projects

1. Developed a complete inventory of neighborhood centers
2. Amended zoning code requirements to allow larger signage, and additional “event signage” for retail.
3. Developed an asset inventory and needs assessment of neighborhood centers throughout Tempe – Graphed information geographically by zip code
4. Prioritized neighborhood centers to target for rehabilitation or redevelopment.
5. 20 new shops opened on Mill Avenue.

III. Develop, implement and assess economic development approaches, projects and proposals.

1. Hold a public forum to gain input on the economic strategy and policy.
2. Brought new technology companies to Tempe: First Solar, TÜVRheinland PTL, ASIC North
3. Expanded Tech Oasis networking event to include: Arizona Technology Council and the Arizona Institute of Renewable Energy
4. Held entrepreneurship training classes for small businesses.

ATTACHMENT C

Categorized ideas submitted by the public during the April 2009 Community Technology Forum

Categories:

- Already Exists – This service exists today and may need to be publicized more
- Current Project – We are currently working on this project and have a completion date listed
- Easy to Implement – Good idea and doesn't take a lot of time or money. We should do this
- Doable now but takes time and money – Good idea and we could do it now if we had the resources and funding
- Good idea for future planning (requires much work and/or funding) – This idea may take much longer to implement and require future budget and resource planning
- Not a good fit or not really practical for Government – We didn't see a fit for this or it may not be allowable under charter or state statute

Category	Already Exists	Current Project	Easy to Implement	Doable Now - Time and money	Good for future plans	Not a good fit / not practical
Standardization of all public meeting information on the internet						
<ul style="list-style-type: none">• Use of existing tools or custom built software to publish meeting times/details (via RSS, etc)• Need one site that will allow a person to choose a direction for information<ul style="list-style-type: none">○ button to calendar a meeting○ button to neighborhood activities○ button to committee meetings○ button to police○ button to bus service○ button for general information○ button for phone book/directory○ misc. button for informal meetings – to be updated daily by each dept. This could be an autolink when a meeting notice is written○ dept change information update button when decisions will effect neighbors• Give access to information in a variety of forms print, RSS, etc	2	1				
Availability of wireless tools					X	
<ul style="list-style-type: none">• Reinvent the Tempe "WAZ" so that free or low cost broadband is available city wide- high speed and secure (partner with ASU)****				X		

1) RSS feed of all public body meetings is already available but turned off. Agenda Plus may not support RSS when we move to it.

2) Available on the home page. The menus and buttons are configurable

• City could provide a mobile alert system for cell phone for traffic/weather, amber alerts for missing children to subscribers (Brett Gassaway 480-250-5957)**				X	
• E-Monitor H ₂ O usage monthly (point in time) e-notice of bulk refuse pick-up (subscriber based)				X	
• Add free public internet access in the libraries, community centers, all out-reach organizations for citizens unable to afford home access. Publish a directory of where these are	X	X			
• Open unfiltered wireless in major areas (Mill, Downtown Tempe)				X	
• Designate places with free WiFi access. All of Mill Avenue District, ASU Campus, Tempe Town Lake, Tempe Marketplace				X	
• Open WiFi in main areas				X	
• RFID system install in libraries, court house, school security, light rail pass for better emergency & tracking (Hoosam 301-455-5014) hoosam@icee.org			X		
• Public safety – enable police, fire, etc to use high speed services when in-range				PD	
• Wireless – Provide tax incentives/promotions, etc to encourage business to offer connectivity.			X		
• Find and eliminate broadband and mobile dead zones within Tempe. Don't be known for dead zones relative to other metro cities.		PD			

Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
	DS		DS		
• It would be nice to check for plan review status online instead of calling *					
• On-line service would also help clients be informed about the home they are purchasing.			DS		
• Submit development plans in an electronic format	DS				
• Adopt open document standards for document development/distribution			DS		
• The City should adopt a plan for using and advocating free open software (FOSS)			DS		
• Permits – Webinars/video to streamline processes for citizens/residents *			DS		
• Electronic building permits	DS	X			

- 1) We have some online status reports for the permit process now, just not plan review <http://www.tempe.gov/ppweb/>.
- 2) Not within our scope to police home sales. County records homeowner info.

Website usability / accessibility of information	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
• Why doesn't the City website list charter schools and private schools in its boundaries?						1
• Try the program: GOV.Delivery it is the world's leading provider of government – to-citizen communication solution					X	
• Provide statistics from departments and locate on maps.	2	PD				

		GIS	GIS
• City facility locations maps via dropdown menu			3
• Schools – map locations		GIS	3
• Area hospital/map locations		GIS	3
• Find nearest Fires Station by entering home address – many request for insurance coverage*		GIS	4
• Ability to subscribe to all info at tempe.gov via RSS-full contact, ICAI – calendars, Podcasts (categorized), GIB all info passively	5		
• Mobile friendly websites – CSS standards based *			6
• More audio/video contents, less documents on websites			7
• Less menu-driven websites, more content, less menu on the homepage			8
• Site is painful to view on mobile devices (iphone)			6
• Add tag cloud to tempe.gov so popular search terms would make it easier to find info	9		
• Stream and record council meetings using existing technology like ustream.tv etc.	10		
• Site is organized by city dept and using government lingo, not by how a person seeking info might look ***			11
• Make Tempe's website interactive on TV via cable or satellite – Providers – eliminate need for computer			12
• Plan to continuously improve the website – no bit re-writes every 5 years	X		
○ update information without constant changing of site layouts			
○ Website should be more intuitive. No list of parks and recreation classes on tempe.gov.			
• Understand compliance obligations	X		
• Undergo secure code review and consider appropriate technology to maintain secure presence and alert on treats or breach attempts			
• FAQ – in Spanish on classes/registration/events payments			\$\$\$

- 1) Not within our scope. We do not license or police schools so we have no data feed to keep up with them.
- 2) Can be done as part of our GIS project
- 3) Only reason this is not done is lack of someone compiling the info and putting it into our Google map mash-up at www.tempe.gov/maps
- 4) Very questionable that this would be used enough to be worth the effort. Alternately we could easily put up a map of fire department locations using our Google Map mashup at www.tempe.gov/maps.
- 5) We publish several RSS feeds and our event calendar is now iCal compatible. RSS and Podcasts are only available if staff creates the content. Our staff lost interest in podcasts years ago.
- 6) Mobile friendly version of web pages require skills our web publishers do not have. We cannot simply provide a mobile version of every page and still allow regular staff to publish. We would have to select only those pages that have a high value as mobile content and train/hire staff with the proper skills to create and maintain them.
- 7) Time and money to create the rich content. This is not an IT function. We can and do host this kind of content now.
- 8) They are asking for a navigation redesign. We just had one in 2007. It would be expensive to do this often and not very user friendly.
- 9) Our domain is both trusted and considered an authority site by the major search engines. If we simply communicate well on our web pages we will not need to resort to these search engine optimization techniques. See <http://www.seomoz.org/blog/whiteboard-friday-domain-trust-authority> for an example of how valuable our search engine trust and authority ranking is.
- 10) We currently stream all council meetings. However the person that brought up this item expects two way interaction with the council meeting. Public participation with a council meeting is controlled by procedure and law. We should not allow instant comments electronically any more that we would allow

an audience member to interrupt the meeting. We might be able to allow virtual comments during the public comment time. But identifying the commenter as a citizen of Tempe will be an expensive challenge and allowing anonymous comments as part of an official meeting is not advisable if even legal.

- 11) We have tried and will continue to eliminate government speak.
- 12) Not practical to target our website at WebTV users given the expectations to keep up with the latest and coolest technology. The more web 2.0 and social we make our website the more features will not work on WebTV.

Use of Social Media Opportunities	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
• Tempe should have several accounts on twitter.com. One for traffic alerts, another one publicizes activities in Tempe.		1 PD				
• Blogs could be implanted where city staff and Tempe residents/workers could post current info.		1				
• Blog posts can be approved by city staff before they appear live.						
• Twitter all upcoming events		1				
• Blog capabilities for community events, activities, services and public offering (splash park/town lake)		1				
• City News via blog or twitter		1				
• Post events and classes on Face book, upcoming etc.		1				
• Teen website or blog for program ideas**		1				
• Social media - maximum benefit is the under 35 crowd		1				
• CRM Software		2				
○ utilize an "idea forum" technology like user voice to enable ideas to bubble*						
○ real time surveys/feedback on proposals						
○ involve community in discussing ideas, changes, etc. **						
○ Any social media should have open commenting for community feedback						
○ use wide format to produce city policy documents with community input						
• Tempe in-touch i-phone option - within Tempe location specific features					3	
• "Face" of Tempe on twitter/facebook, personal interaction, not just info ****					1	
• Listen to what people are saying online to better understand key issues facing Tempe		X				
○ discussion/trend monitoring@tempe topics (ASU, Mill, Tempe)						
○ implement "listening" campaign/strategy **						
○ people ask questions/complain on many more places than your website (fits in service)						

- 1) Social media activity only requires staff and time. However these are in short supply.
- 2) Currently being evaluated
- 3) See comments above on mobile web pages.

Use of On-line payment systems and registration city wide	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical

<ul style="list-style-type: none"> • Consolidate payments into <u>one</u> online place: **** ○ water ○ P & R class fees ○ tickets ○ library ○ irrigation, etc. 			1	
<ul style="list-style-type: none"> • Nearly all city services should be available online (i.e., parking tickets, utilities, registration) • Utilize "service Arizona" concept to pay and/or register for a variety of services within one payment site. <ul style="list-style-type: none"> ○ via PayPal ** ○ Allow tickets to be paid online-on an incentive scale. Pay same day online, fee is lower, etc. It gives people a reason to come to site 		1	1	
<ul style="list-style-type: none"> • Registration for parks and recreation classes is difficult because the online system generates a # for user ID and password. Users should be able to create their own ID and password so it's easier to remember <ul style="list-style-type: none"> ○ Eliminate the parks and recreation PDF – should be an interactive catalog that is easy to use and register for classes etc. ○ Online PDF brochure to be organized so all anyone has to do is click-for example. I have a toddler all I want to know/see these programs not try to find it in a PDF 	2	X	X	
<ol style="list-style-type: none"> 1) Major cost and time. 2) After the first login the user can create their own login. 				

					Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
<p>Utilization of a call center and tracking system to improve customer service</p>						1				
<ul style="list-style-type: none"> • In contact, inc. -hosted call center support system that provides: <ol style="list-style-type: none"> 1) very high reliability 2) low start-up costs 3) proven performance of over 600 users 4) flexible and easy to customize 5) fast start-up (4 – 6 weeks) website www.incontact.com (call Cole 480-626-4697 										
<ul style="list-style-type: none"> • Utilize informational/education vignettes to have caller listen to or email for specific questions. • IP based call/contact center <ul style="list-style-type: none"> ○ -Cisco IPCC solution ○ -Leverage existing IP network infrastructural and build on • Increased function.vs. legacy IVR solutions (Jason 480-899-9835) • Track your complaint on line 		1	1							

- 1) Shelley Hearn is heading a project to establish a Call Center for citizen contact and issue tracking

Other ideas or uses of technology that can be utilized to make city more effective	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
• Online comments forms are very helpful	X					
• Form should allow multiple qualifications (resident/Tempe business owner/manager and work in Tempe)	X	X				
• Recommends the book: After the Software Wars by Keith Curtis (free download on website)	X					
• High Capacity Solar system -Concentrated PV collectors -Trackers to improve efficiency -50+ acres along riverbed -North side of channel – west of lake -Barriers to divert water in 100 years - Flood back into channel -Solar site raised up to avoid flooding -- Earl Cole (480-626-1697) www.brilliantgreenenergy.com						
• Create a center where residents can donate old computers – get some kind of city credit- and allow students or poverty families to receive a donated computer	1					
• Create and fund a volunteer group to refurbish simple E machines with open source OS & basic office software	1					
• Online city directory/tied to real time chat/phone support				X		
• Online collaboration tools ○ Webex ○ meeting place ○ video on demand				X		
• CIP Project Management ○ Tools that would interface with outside contractors/consultants & businesses – has components to show real-time status of projects *				X		

- 1) Tempe High School and AZStrut already provide this service

Other ideas or uses of technology that can be utilized to make city more effective (continued)	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
• Incentivize homeowners to go green as much as possible – maybe earn utility credits to be used for city services for different types of “greening” done. ***					DS	
• Notification system – self subscription of alerts related to city services, updates, proposal, etc.	1					

• Allow attorneys to access court rulings (on motions) via subscription service			X	
• Current law firm staff must call the court sometimes repeatedly in order to access this information prior to the notice being mailed *			2	
• Classes through Parks and Recreation on how to use technology and social media for family groups and community			CS	
• Telecom Expense management services	X			
Audit bills for accuracy	X			
Negotiate w/carries on cities behalf	X			
Provisionary services for circuits and blackberries (Jason Insight) 480-889-9835	X			
• Interactive with Skype		3		
• Green your printing needs, ie, consolidating printers duplexing print on demand *	X			
• Use of web meetings – sharing of “meeting materials” camera, microphone, etc follows the face instead of face to face meetings	X			
• Hosted network services or remote network operations center			X	
• Telepresence (Cisco)			X	
• Microsoft communicator saves costs on inner office communications			X	
• Resources for entrepreneurial groups (meetings, ignite, etc) ***			X	
• Open co-working space			X	
• Increase learning/educational opportunities to the community (cable or internet media) – interactive opportunities among participants could be accomplished through subscription service. Education community school administrators – residents **			X	

1) Listserv email lists and subscription to our events calendar

2) Not sure what is being asked for. Court would need to explore deeper

3) Not clear as to what it would be used for

ATTACHMENT D**Categorized ideas from the May 2009 Community Economic Forum****Retail**

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now- Time and Money	Good for Future Plans	Requires input from an internal/external organization
12	Start a weekly/bi-weekly "Farmers Market" on Mill Ave 9 months of year. Model San Luis Obispo, CA.		X				
10	Loosen up the stringent sign ordinance Allow sandwich board signs for sidewalk More parking signs in downtown Tempe			DS			
7	Sell advertising graphics on vacant retail spaces					X	
7	Since Tempe is near ASU promote more high tech and alternative energy companies to move to Tempe.						
7	These jobs typically pay more which means more support for local businesses.		X				
6	Position created or enhanced to bring small business to Tempe as local advocate as opposed to going after national companies.					X	
5	Lakeside restaurants and retail			X			
5	One year sales tax abatement for new retail/restaurant					X	
4	Use DTC assessments to offset rent costs					X	
3	Strong enforcement for aggressive pan handling					X	
3	Contact in the City to advise re: retail space availability & comps		X				
1	Mill ave businesses need walk in traffic. Mill also needs to bring certain types of businesses back. Make Mill Avenue car free.		X				

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now- Time and Money	Good for Future Plans	Requires input from an internal/external organization
	<p>Keep all the east-west routes open but close north & south from 4th all the way to university.</p> <p>Make the entire north-south span a park-like area open only to pedestrians and bicycles.</p> <p>I've been working on Mill since 2000 and have watched it change quite a bit, I used to spend more time on Mill but the quality of businesses has declined so much so I rarely spend time on Mill outside of lunch during the work week.</p> <p>The mom & pop independent stores are what made Mill, now those are gone.</p> <p>Also missing are the great bars that Mill used to have, Beeloe's, Balboa Cafe, Ziggy's, Coconut Club, The Loft, Long Wong's etc. People need reasons to come to Mill, figure out what the folks want and then give it to them. Lots of people were hopeful when the brickyard came to town, the possibility of a grocer on mill ave was quite exciting.</p> <p>But what was realized, asu using the majority of the space for classrooms, is not what brings business to Mill. Mill NEEDS a grocer, something like Trader Joe's or other small market style food store. If you don't want to go car free permanently, go car free once a week or something on the weekend. Other cities have done this with great success.</p>						
1	Encourage infill of vacant store fronts		X				
1	Allow sidewalk extensions for businesses to retail on sidewalks			X			
1	Graphics on vacant spaces			X			
1	Subsidize parking vouchers for retailers to give to patrons					X	
1	Encourage local businesses that offer unique service/goods					X	

Workforce

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	Provide an economic incentive for local hiring i.e. ASU Grade etc to prevent "Brain Drain". Workforce: City of Tempe internships awarded to ASU students. Gives real world experience to students and maybe some will stay to be model students. paid credit only ASU interns. Teen Summer Program - jobs need to do - kids want to do - high schools. Offer more internship programs to help offset possible layoffs and attract local ASU/MCPC students to Tempe						
9	Locate grant/funding for workforce housing to fill up Centerpoint Towers						
5	Support Funding increases in education - NOT CUTS						
4	Tap existing talent in private sector to create mentorship/support program	X					
2	Affordable housing component to Enterprise Zone				X		
1	Small Biz Education - Programs that empower individuals to make profits pursuing their passionate endeavors.	X					
1	Vacant Spaces (empty homes) - kids do basic lawn maintenance, upkeep				X		
1	Financial incentive for "Tempe", "ASU" employees to purchase & live in Tempe				X		
1	Develop/educate need groups into the workforce (disability, unemployed)				X		
1	Gardening for elderly - 1 adult - kids do gardening for those who cannot afford it.				X		

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
1	Initiate job shares with City staff positions					X	
1	Encourage "snow birds" into part-time jobs or mentorships					X	
1	Employers can take advantage of Rio Salado College's customized training/education programs delivered at the employer's on-site location.	X					
1	Job Fairs - utilize jobing.com			X			
1	Employers who value their employees training & educational pursuits reward employees by providing opportunities for career advancement	X					
1	Create new partnerships for contract employees to network	X					

Financial

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
23	Private Bank Assets - Create loan pool with local banks to help business get financing in this climate					X	
7	Recommend that the City of Tempe use local, Tempe Vendors in order to keep the dollars local and benefit from the tax revenue. www.buylocalaz.com - permission based marketing - local consumers - local business					X	
5	Offer City guaranteed business loans					X	
5	Inventory all rental housing product stock (non-ASU) within 1/2 mile of Mill Ave. - Current condos					X	

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
4	Incentivize businesses to move to Tempe from surrounding areas. Tax credit, relocation		X				
4	Microloans - for purpose of funding the education start-up costs for micro enterprise					X	
3	Incentives for New Business - new business generates jobs and sales tax			X			
3	Increase revenue with City partnerships - i.e. City "Sponsors"		X				
2	Lower property taxes when possible					X	
1	Create VC fund to support high tech start-ups					X	
1	Adoption of micro lending i.e. Angels In Action				X		
1	Do we have a City advisor re: Business loans?				X		
1	Expand Econ Dev Department to work with small business		X				
1	Expand Econ Development to be all inclusive across	X					
1	Develop infrastructure - make capital improvement to Town Lake public areas (i.e. Beach Park) to attract revenue generating events for the City	X					
1	Education of small business financing options i.e. Community Express	X					
1	Better commercial recycling program for bottles	X					

Business Climate

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	<p>Start Up Now has held six Start Up Now workshops at the eFactory at 1095 W Rio Salado Parkway, Suite 104. Since its first workshop on March 4, six businesses have been launched, and about two dozen people have been given new hope and the new opportunity of a new startup business.</p> <p>Start Up Now does not require assistance from the City of Tempe, although any help to build the public awareness needed to get people to know about - and take advantage of - this FREE workshop would surely be appreciated.</p> <p>Start Up Now workshops are Not MLM. Not a sales pitch. Not a scam. Just entrepreneurs helping entrepreneurs.</p> <p>The United States was founded on the vitality of entrepreneurial innovation and perseverance. It will be that same spirit that lifts us above the many challenges we experience in our daily life in the current economy.</p> <p>Promote local unique businesses incentives for independent good biz owners to open on Mill.</p>					X	
10	<p>Form a partnership with property owners and realtors to identify vacant space in need of tenants, form business cooperatives with small start up companies to share administrative space and equipment (common copier, secretary, phone service, break room, lobby, etc.) to reduce overhead costs, work out arrangements with vacant building space to reduce rental rates for start up businesses willing to fill the space for 2-5 yrs.</p> <p>Work with existing tenants in buildings they can no longer afford, to negotiate with property owners for revised contracts to keep tenants vs. losing tenants and not being able to fill the space, maybe allowing shorter contract terms, or reduced utility costs, etc.</p> <p>Work with large building owners on auditing the buildings to assess ways to reduce overhead costs of maintenance, water consumption reduction and promote solar equipment additions to reduce energy costs, etc.</p> <p>Use this down time to help rehabilitate vacant older buildings, and get them ready for new uses.</p> <p>Maybe groups of smaller buildings (like the medical row on Southern) could solarize in a cooperative, putting photovoltaic on all of the smaller buildings and then sharing energy among all the tenants.</p> <p>Just some thoughts! Offer tax incentives to desired target industries in fiscally responsible way.</p> <p>not suggest this!</p>						X

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
7	Clean streets in Downtown - reduce the negative impact of vagrants, transients, mentally ill, homeless - remove street vendors - control live music. The reason why I have keep my business in Tempe throughout all this years is because I love this city, this city is young an energetic, this city represents the most vibrant communities in the whole State. The city government has also been very good to me and my business, this forum is direct proof of there efforts. Now the fact that we all are facing a huge slow down in the economy brings out a great opportunity for developing business locally. I will certainly collaborate with any city government effort to build a stronger awareness about the wonderful things that Tempe has to offer. We are at the hearth of the metropolitan area there is no better place to be. I think this city needs a radio program that can be promoted called all things Tempe this way we are creating a strong bond between citizens and local Tempe business. Airtime is almost free and the city government has the budget and the resources. Let's all collaborate, let's all grow, let's all promote all things Tempe.				X		
7	All businesses need to support/work with each other. Keep 'it in' Tempe				X		
6	Create incubator space - in vacant properties - Bank Owned - Exchange sweat equity				X		
4	Amphitheater Tourist Attraction- create a world class attraction at Tempe Town Lake. Riverwalk - Infrastructure for events						
4	No Impact Fees - Tempe is landlocked			X			
3	Facilitate development of research facilities at affordable rates.				X		
3	Use incentives on a case-by-case basis (no blanket policy)			X			
3	Grants - Read Tuesday May 26 Wall Street Journal - Success of Kalamazoo - Toledo to attract start-ups.					X	
3	Create Networking Events			X			

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
1	Tempe should encourage new high tech companies (both hardware and software). These companies should be characterized as platform technologies. For more clarification contact Gary F. Witting				X		
1	Over regulated Town Lake fees/fences/permits - vendor fees and park permit fees too high for Town Lake		X		X		
1	Police Enforcement Issues - Balance law enforcement activities - discourage disruptive behavior without being too heavy handed. Heavy handedness discourages people from frequenting restaurants & bars in Tempe.			X			
1	Support companies that bring new dollars in - tax benefits	X					
1	Facilitate upscale events - wine culinary events - Tempe is lacking this type of draw			X			
1	Small business loans for independent business owners - encourage & promote independent businesses!				X		
1	Unified "shop at home" "eat at home" promotion by City to eat and shop in Tempe.			X			
1	Encourage financially viable business collaborations through the creation of a collaborative center bringing businesses together.					X	
1	Contact in the City to info on spaces for lease			X			
1	Metered parking rates double time this summer - seasonal?						
1	Business climate: Only 5 AZ companies named to 2009 Fortune 500. Work with ASU (people resource) and state to lure major companies from CA (high tax state) to AZ. Large companies spread the wealth and attract more investment.		X				
1	Consolidation & crass - marketing of & by local networking groups				X		

Regulatory Issues

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	Bring back walking beat officer in downtown Tempe						X
12	Accelerate permit process without losing proper City guidelines City permits ASCAP/BML - Fees/permit - reduced to live entertainment. Relax cost of entertainment permits for businesses - encourage not discourage by easing regulation major streets for construction at same time - McClintock/Rural Entertainment Corridor along light rail Don't close						X
11	Allow for more creative signage solutions that allow for "art" in signs. Relax temporary signage criteria to promote events, festivals, etc. Big banners, balloons, etc. Geographic appropriate sign code						X
11	Align the PAD & MU zoning process Zoning code update - shopping center & mixed use - PAD coupled with MU						X
7	Redo signage regulations for urban vs. suburban - encourage creativity						X
7	Incentivize permit process with City of Tempe for installation of solar panels onto commercial office buildings. In other words, "grease the skids".						X
7	I think you should try to partner with civic plaza in phoenix now that the light rail is in to get convention visitors to town - or advertise with them somehow. Work it in reverse also - advertise you can stay in Tempe and attend conventions, too. The entryway/gateway to Tempe should be the light rail stop at Mill. You also need to do something with the flour mill. And get more, more, parking. Also, don't give the store away to developers....give downtown mill business' tax breaks based on how long their shop is or has been open. Give them some incentive to stay rather than giving to a fly-by-night developer that just wants to turn a fast buck.						X

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
1	The Light Rail has been a giant boost to the local economy. There are a few things that would assist customers to navigate the downtown district. <ul style="list-style-type: none"> - Workable user friendly location for the city approved wayfinding signs. - Maintain and relocate news paper racks as they are an ugly blight as well as a physical obstruction on our sidewalks. - Unregulated street vendors are taking away money from tax paying merchants as well as creating hang out areas for transient people. Is it possible to monitor the selling of items off the tree beds? - Many Raised tree beds are currently unsightly, can all the trees have metal street level grates, or redesign the beds that need to be high for the trees root ball? This would really clean up the street look and make it more inviting to customers coming off the light rail. - Are there any plans for public restrooms? - Many merchants and customers are asking why the city has taken away convenient parking for the 4th to 5th street alley meter area and how is this affordable? 				X	X	
1	Need more sensitivity in construction (road) noise - business interruption hours					X	
1	Regulate Mill to reduce carnival - like atmosphere - control vending/music					X	
1	Review & consolidate management of special events in the downtown & Town Lake areas, and develop long term strategy to maximize economic impact					X	
1	Ease the red tape process for licensing tax, business, liquor					X	

Other

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
17	We need a Convention Center in downtown Tempe		X				

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
11	Keep Mill all small, homegrown businesses. Avoid bringing too many chains. Keeps Tempe unique.		X				
8	Modern Day Streetcar		X				
5	Expand the Orbit system south of I-60.					X	
4	Allow Business owners (non-resident) to serve on City Boards and Commissions.					X	
1	Art - Promote more public works of art		X				
1	Elementary school field trips to Mill Ave, Four Mill, Beach Park, Town Lake, etc.					X	
1	Host more events like the Tempe Festival of Arts to attract people and encourage spending			X			
1	Need a slogan/phrase "take it to Tempe"				X		
1	0 cost - financial lottery for families allows families to spend \$ instead of being in debt					X	
1	More braintrust meetings like tonight					X	
1	Create - employ Tempe Residents - employer supported					X	
1	Turn empty commercial buildings into efactory & efactory xpress facility					X	
1	More events focused on food (like salsa competition)		X				

ATTACHMENT E



Minutes

Technology Community Forum

March 24, 2010

Minutes of the meeting of the Technology Community Forum held on Wednesday, March 24, 2010, at 5:30 p.m., in the Don Cassano Transportation Community Room, 200 East Fifth Street, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Corey Woods

City Staff Present:

Jan Hort, City Clerk	Shelley Hearn, Comm Rel
Kris Baxter, Comm Rel	Remi Williams, IT
Mark Shields, IT	Ted Hoffmann, IT
Mark Wittenberg, IT	Dave Heck, IT
Cyndy Lawshe, IT	Charles Smith, IT
Jeanae Naumann, City Atty	Sheri Wakefield Saenz, Comm Dev
Alex W. Smith,	Jerry Hart, Financial Svcs
Charlie Meyer, City Mgr	Kris Baxter, Com Dev

Guests Present:

Chase Kamp	Eric Palmer
Rick Rager	Fred Von Graf
Brandon Willey	Krishi Makris
Chris Correy	Derek Neighbors
Michael Berber	Robert Jeong
Susan Cordts	Norma Parraz
Faisal Kohgadai	Kolby Granville

Welcome

Mayor Hallman called the meeting to order at 5:40 pm and welcomed forum participants to this event. The purpose of this forum is to seek ways to increase internal efficiencies and improve communication between internal and external customers.

Update of last year's forum topics

Councilmember Shekerjian stated that city representatives reviewed all of the forum input from last year. These ideas were placed under three categories: 1) priority items that could be accomplished; 2) items that were more

appropriate being supported by the private sector; 3) unaffordable at this time, but eventually will/should be implemented.

City staff is currently working on a web content management system and how that will interface with a call center.

Ideas that were generated included:

- Mobile alert system for cell phones
- Reinvent Tempe WAZ (*not fiscally feasible at this time*)
- Find and eliminate dead zones
- Electronic filing of building permits
- Publish a list of WIFI business establishments
- Website usability/accessibility for information
- Crime, school statistics
- Road closures
- Parks and recreation class sign up
- Spanish language translator
- Social media opportunities
- On line comments forms
- Bill pay
- Increasing transparency in government
- Donation center for old computers
- Incentivizing homeowners to go green
- Notification system for city services
- Entrepreneur resources
- Agenda system – increases transparency in government
- Constituent resource management system – comprehensive data analysis of concerns within the community; assist in identifying trends

Councilmember Sherkerjian closed by thanking forum participants for their contributions to improving the technological infrastructure for the City of Tempe.

3. Trends in Technology & Social Media

Fred Von Graf, SocialMediaAZ representative, stated that his professional background involves technology infrastructure, data management and business development. Smart communications devices allow users a hand held means to communicate using mobile applications. Another information technology tool is called Google Fiber, which brings expanded band width system capacity for organizations that use advanced technological tools to sustain and grow their businesses. Business owners are now using mobile devices that give them the ability to monitor employee whereabouts and increases communication system capabilities. Mr. Von Graf closed by stressing the importance of the planning aspects of technology infrastructure before systems go live.

4. Brainstorm

Councilmember Woods stated that the social media trend gives people a means to connect to one another that normally would not have that opportunity. Councilmember Woods then facilitated a brainstorming session with participants and gave a recap of their ideas:

Website:

- Use droids to track service worker deployment
- Free WIFI
- Working 3G in transit center
- 4G WiPlex provider

- Tax incentives for businesses that promote WIFI
- WIFI on light polls
- Map of WIFI hotspots; companies can be listed and promoted

On line payments – Pay Pal integration:

- Utilities
- Kid Zone registration/document updates
- Integrate with public school system
- Parks and recreation classes
- Auto calendar reminders
- Educate businesses on use of mobile payments
- Combine multiple city accounts into one account per individual/taxpayer/business

Social Media:

- Twitter information – e-mail alerts
- Use Four Square
- Central city page for all social media social media opportunities

Other:

- Consolidate with local, education, data centers etc. – consistency among applications and networks will save money
- Business to business teaching tool
- E-mail alerts
- Work service request updates
- Green ideas – connect to residents
- Solar technologies to supplement city energy uses
- Leverage the use of research/entrepreneurs, etc.
- LED's as lighting and sign illumination tool to reduce energy consumption
- Link to ASU dialogs
- Donate computers – allow residents to drop off their computers at the Household Hazardous Waste Center
- Predictive modeling to accurately forecast revenues and expenses
- GIS/GPS tools to locate and track data
- Photos using I phones of graffiti tag spots that get transmitted to the City
- Real time location for Orbit shuttles

Website:

- Link to Department of Revenue, Motor Vehicle Department, etc.
- Website should be compatible with laptops, handheld devices, notebooks, etc.
- Search site only capability
- E-mail addresses of employees on line
- Google calendars for council members schedules
- Save meeting information in Microsoft Outlook
- Access to government forms
- Business alerts for up coming projects
- Dialog on projects capability
- Access to budget information
- Meeting information RSS feed capability and granular RSS feeds
- Calendar consolidation capability

An attendee pointed out that there are multiple calendars on the city's website which poses confusion to users. Education is essential in leveraging technology and how it is formatted to ensure users are getting the maximum benefits from system amenities.

Encouraging business patronage in Tempe and how that relates to procurement policies/laws is currently being explored. Councilmember Shekerjian stated that the City must be cautious about promoting individual business, however encouraging citizens to 'shop Tempe' is an across-the-board approach that is acceptable.

5. Wrap Up

Kris Baxter talked about a Request for Proposals (RFP) for a Google application that provides a community-wide, high speed, fiber system that will bring significantly faster and broader based technology to the City of Tempe. ASU serves as a research base that will hopefully attract Google to Tempe and result in the installation of this high speed fiber. Staff is encouraging the assistance of the public to promote Tempe as Google's location of choice for this project. Social and mainstream media are also being incorporated into this promotional opportunity.

Meeting adjourned at 7:00 p.m.

Prepared by: Kay Savard

Reviewed by: Chris Messer

Jan Hort
City Clerk

ATTACHMENT F

Ideas from June 2010 Economic Forum

Retail Ideas

Rank	Comment	Already Exists	Current Project	Easy to Implement	Time/\$	Requires Partners
	Tourism/Events Ideas					
	Work with ASU students afford and coordinate move student based events around Tempe venues. (Matt McCoy)					
	Provide mere marketing at Phoenix airport and also airline magazines about Tempe. (Matt McCoy)					
	Promote more "party events" on Mill Ave.					
	Create a Palo Verde Spring Festival by planting more trees around the lake, tie into Veterans Memorial.					
	Alert businesses when streets are closed for events such as Ironman.					
	An amusement park on lake with restaurants facing lake.					
	Tempe tourist trolley - Zoo, Botanical Garden.					
	Tempe is a great college town... but for those of us older than 50 (and there's a lot!!!) perhaps downtown Tempe could be a "continuing educ" magnet... i.e., get ASU professors from different disciplines (or other "experts") to offer non-credited, non-graded "Salons" on a variety of topics... the Salons would meet once a week for approx. 4 weeks (eve and/or mornings). Perhaps a quarterly or twice a year offering of 25 to 50 topics... small discussion groups 12-20. (continue below)					

<p>Topics ranging from literature, astronomy, economics, art history etc...interesting stuff for folks to read about and discuss and to keep older folks (no limit on age though) in the lifelong learning loop! May take a few semesters to get this going but I think it would go! Meetings could take place in downtown Tempe restaurants or ASU campus rooms or people's living rooms. have a bite to eat afterwards or before; get people from all over the valley to start coming in. Charge minimal for the salon (\$75?) etc, etc</p>	<p>Please consider adding an artificial white sand beach to Tempe Town Lake. This would create a gathering place for sunbathers and opportunity for boardwalk shops, cafes, and bars.</p>	<p>Bring back Frank Maguire to run the Festivals. Too many reasons to list here but we went twice a year for over thirty years until the ne "regime" took over. Now Scottsdale and Henderson amongst others are getting the benefits of a real arts festival.</p>	<p>Celebrate those things that are uniquely Tempe, that for which no generic equivalent exists, reinstate the historic tours of downtown with access by new technologies</p>	<p>Organizing an artwalk that is free for everyone to access; having a free special screening of a classic film in public space for donations only; setting up a rowing event on Tempe town lake, etc. Vendors can be there as long as the cost is low (say for drinks or food) but the essence of whatever event is to encourage people gathering and enjoying public spaces. It can be organized around food (a specialty in Louisiana, where I lived for a short time, and where my whole family is from) and music - what does Tempe taste like? to borrow Gary Nabhan's phrase.</p>

Oh ok, I get it now. Sounds like a good idea, maybe even try and draw that crowd from the Phoenix art walks to a Tempe event. What's stopping a private individual like yourself from organizing something like these events and getting them going, and what can the City of Tempe do to help make it easier?	Eater Day Parade	I still like the idea of a fake "monster" for the town lake! Something that would surface every 20-30 minutes in different parts of the lake. Preferable when a light rail is passing by, Kids of all ages would LOVE it!	Jim Davis from Bobbies Flowers started a Support your local community campaign last year, its called "The Lunch Club", we have 50 -70 Business owners / Reps. attend a Monthly Lunch event at a Locally owned eatery. In this way Business get to showcase their own businesses to each other, and the Local restaurant get exposure to business owners. The idea is the business owners when they take clients out for business lunches or meetings to use the Local business rather than the national chain stores / Franchises. The idea has been such a success we have been featured on Fox 10 News and have started a Chandler Chapter, and Scottsdale chapter holds its first meeting June 15th. Contact Jimmy@bobbiesflowers.com for more information. Boycott other states keep it local, support Tempe!

Need something for folks who like to travel "closer to the ground" and don't like chain hotels - bed & breakfasts, guesthouses, pensions, etc.; San Jose in Austin, Commonwealth Couth Guesthouse, Newbury Guesthouse, Oasis Guesthouse in Boston, Dylan, Essex House, Hotel 17, Roosevelt in New York, Hotel Lucia, Inn at Northrup Station in Portland, Sheehan, Des Arts, Bohemian, Diva, San Remo, in San Francisco, etc.	Coordinate festivals with history of place: I.E. Tardeda should be held on College Ave. – historical site of Tempe's San Paulo Barrio – for authenticity... (instead of down south at the Community Center).	Technology Ideas	Approach business that have outsourced to Juarez and have them relocate their back offices, manufacturing, etc. to Tempe or the metro region. There are companies with headquarters in Tempe that have outsourced (actually I know of one) and they have armed guards accompany them to their facilities in Juarez. We could create many jobs and fill our vacant facilities.	ASU is research university attract what they research. Example: Bio Fuels	Create a tech start-up business incubator.	Create an arts district.	Co-finance solar panel, parking shade to lower energy cost, provide shade at malls, strip malls.	Encourage businesses and workers to share their ideas. Get Tempe involved in local coworking spaces. Promote deals on technology for better access to information
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Expand Music on Mill with Monday Classical, Tuesday Jazz, Wednesday Country, Thursday Blues / Folk / Rock, Weekends open. Would draw more diverse crowds that would patronize different businesses.	Incubator Spaces in small alley spaces and / or ground floor of public parking garages, (or in a larger "communal" space – where the failure of one business doesn't render the space vacant).	Develop a "think tank" consortium between ASU, professional organizations, private sector(technology) and the City of Tempe.	<u>Red Tape Ideas</u>	
			Do not lower your standards for the sake of promoting business in Tempe. Urban blight does not have a place in Tempe. The control of ugly signage, deteriorated landscaping, residential property, graffiti etc. are what keeps Tempe from blending in with its neighbors to the east and the west.	
			Tax holidays, could spur a lot of retail sales in Tempe.	
			Things in downtown Tempe that need improving would be the two unfinished towers, and the empty lot on 7th St & Mill. I would also recommend that the Jack-in-the-Box is removed due to poor taste in location.	

<p>Here is a synopsis of things that make working in Tempe harder and more expensive for you the owner. The current mechanical code they have adopted is extremely conservative and does not permit the use of ASHRAE which is the standard everywhere else and is currently accepted in the newer 2009 codes. This code often requires high amounts of outside air, and can significantly increase the size of A/C system. This adds costs to the owner both upfront and in operation/maintenance. All because a code requirement that is far more conservative than the nationally accepted standard. (continued below)</p>	<p>Tempe is the only city in the state that requires projects that have pre-existing conditions that have not been permitted to be incorporated in the new set of plans as if they were new. The city will pull up their records from microfiche and check our plans against what is shown. This is disadvantageous, because it often causes design teams to have to pick up then mess from where a contractor may or may not have followed plans exactly, or even fix things that elsewhere would be "grandfathered" in. I know for a fact that the electrical engineers I work with put an additional 50% premium on jobs in Tempe, because it requires so much extra site time to verify how existing conditions match what Tempe have on record. If they don't match, we have to incorporate it into our design rather as if it were new. This is extra work that no other city makes us do.</p>	
	<p>Stop talking about stopping red tape and <u>Do</u> it. Ask me you know who this is. (hint DP)</p>	
	<p>For smaller/medium size businesses incentives for development rather than regulating development i.e. restrict colors, signs, parking, etc. or incentive for additional signage development increases public park'g or reduce review time</p>	

	Don't provide special tax breaks to attract new firms.	
	Additional Development Services streamline.	
	Eliminate "cherry picking" E.D. industries.	
	Modify temp. signage ordinance.	
	Expand development district to include more of Tempe to support loan programs.	
	Rework the mixed-use zoning code - better alignment with city departments an application/approval process.	
	Rework the mixed use section of the zoning code. One of the best ways to stimulate spending in an economy is to lower taxes (and keep current employees) not that I didn't support 401, it had to be done.	
	Tax all property at the rate for the highest and best use under its current zoning, rather than what is actually there. That will ... See More encourage business to stop sitting on empty ... See More and start building. And, one would hope, would stop developers from getting permits for higher density, (with no real plans to build) so they can flip the land and draw out the revenue for the added value caused by the density.	
	You could also ease the zoning/permitting process for businesses looking to relocate to Tempe.	

Create tax holidays through out the year. I would suggest dates before students go back to school to help those who can barely afford back to school supplies as it is, as well as days that typically have the lowest amount of tax revenue to help smooth out the seasonal spending, making it easier for businesses to operate and discouraging layoffs during slow parts of the year.	Give tax breaks to companies who add employees. This will promote hiring within Tempe, and when people have incomes they are more likely to spend money and be less reliant on welfare programs.	How about a small quarterly fee on all boarded-up homes, undeveloped/un-landscaped/unmaintained dirt lots, and empty storefronts within city limits? I'm not suggesting an amount that would be outrageously burdensome to the land owner, but enough to make them consider taking an action that would both result in commerce and enhance the community. For example, let's say for a small dirt lot, charge a \$100/quarter fee that could easily be avoided by adding some low-maintenance landscaping. Maybe if it cost an extra \$300/quarter to have 1000 square feet of empty retail space on Mill Avenue (or for that matter, empty industrial property on Harl Avenue), it might encourage the landlords to find a lower monthly rental rate that would allow for new tenants and the new jobs that would go with it.	Enforce and charge large fines if companies hire illegals, and put money back into grants and incentives for the community

<p>Currently, the basic way our financial planning works is to try to guess how much money we'll bring in in the future and allocate that amongst the different things the city does. That model works wonderfully for discretionary spending, but so much of what the city does either isn't discretionary (such as police, fire, and debt service) or suffers greatly with an unpredictable future (such as transportation and the library).</p> <p>Complicating matters is the fact that we are witnessing the beginning of the end for local retail sales as a major source of local economic activity. The Internet has already put a huge dent in local retail sales, and it's just getting started. There will always be local retail sales to some extent for a variety of reasons, but those reasons will become increasingly marginalized. (continue below)</p>	<p>Therefore, I suggest the following: The city should decide, through the usual political processes, what we as a community want to have and accomplish for ourselves. Once we know what we want to do, figuring out how much that will cost is very straightforward. We also know the total assessed value for all the property in the city. Divide the one by the other, and we have our property tax rate. For example, if we wanted, as a city, to spend \$100 million per year and the total value of all property in the city was assessed at \$10 billion, the rate would be set at 1% and somebody who owned a \$100,000 home would pay \$1000 in taxes. The next year, if property values doubled but the desired budget remained the same, the rate would be adjusted to 0.5%. That same person would still pay \$1000 on a home now valued at \$200,000. If the city decided that the increase prosperity warranted an expansion of city expenditures by 50%, the resulting rate would be 0.75% and the person would instead pay \$1500. If, however, that person's house remained valued at \$100,000 while everybody else's properties</p>	

increased in value, the tax would only be \$750.
(continue below)

	<p>If, however, that person's house remained valued at \$100,000 while everybody else's properties increased in value, the tax would only be \$750. In other words, the budget would remain fixed and the tax rate would vary, as opposed to the current situation where the tax rate is fixed and the budget varies. Changes in the dollar amount on tax bills would vary the most with changes to the budget, and slightly due to relative changes in property values. Such a plan would make it much easier for both the city and its residents to plan for the future, as both the taxes paid and the city income would be much less prone to unpredictable variation. It would also make it much easier for residents to determine the true cost of city projects and services. In budgeting sessions, it would be possible to identify that, for example, expanding a given bus route would add an exact amount to the city tax bill. A resident could then decide if such an addition would be something worth supporting, or an unbearable burden.</p>

One of the best ways to stimulate spending in an economy is to lower taxes...not that I didn't support 401, I'm just saying...	Tax all property at the rate for the highest and best use under its current zoning, rather than what is actually there. That will encourage business to stop sitting on empty ... See Moreland and start building. And, one would hope, would stop developers from getting permits for higher density, (with no real plans to build) so they can flip the land and draw out the revenue for the added value caused by the density.	Alleys: (Space behind Stu and Vic's, Space running east from Brickyard east to College, etc.) should be improved to allow for alternative pedestrian circulation. Avoid over-designing. (Alley behind Minett's in the Maple / Ash Neighborhood has the wonderful feeling of a country lane). Also look at work being done w/alleyes in Chicago.	Reduce property tax rate and sales tax rate.	
	<u>Miscellaneous Ideas</u>	Sponsor an architectural design competition for projects competition for projects to retrofit/renovate the flour mill at Mill Ave & Tempe Beach Park.	Prepare for passenger rail.	
		Need to promote linkage from Apache to ASU for professionals.		
	Silence the train horns through Tempe.	Make it unlawful to panhandle and loiter in downtown Tempe(why does downtown Scottsdale not have this problem?? Find out and do whatever they are doing).		

No more bars on Mill Ave-there are enough. Lower the rents to attract new stores-or whatever it takes to get those empty spaces filled. Lower rent is better than no rent.	Clean up neighborhoods surrounding downtown Tempe. Charge homeowners to have it cleaned up, if they won't. The area from 1st St to University and Roosevelt to Farmer is a mess.	How about a program where: More people could buy homes in Tempe, so that values go up and foreclosure and short sales become a thing of the past? We have created a very innovative program that qualifies everyone (over 18) AND people can sell their house for at least what it is worth. www.JoinREChamp.com	My idea to stimulate the economy in Tempe is to further raise taxes. The recent 1.02% raise in sales tax was a good start but we need more taxes to really get things moving.	Increase the number of Photo Radar machines here in Tempe. The more vacationing travelers that receive citations after their trips, the more likely they are to return and spend more money here in Tempe. The reason is because when they receive the \$150 ticket in the mail, they will feel safe here in our artificially reduced speeding areas. Thus more likely to return and spend money in our businesses.	I'm a big fan of the multiple construction projects that never seem to end. As we know from psychologically, the harder something is to attain, the more people want it. Thus the harder Tempe is to drive through, the more likely people will be to return and spend money here. Shutting down Rural Road northbound entirely for a couple weeks was a great start earlier this year.Let's do more of this.
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Murals, low rent in some city buildings sitting vacant for artists....invest in arts	Celebrate public spaces - and create more things for people to do in Tempe, especially as much "no-money-fun" as possible. It sounds counter-intuitive, but no-money-fun builds business and foot traffic, which is where the dollars really start flowing	Stop treating students like bastard step-children.... Funny thing the "illegals" actually contribute to the economy! A real solution to this situation - not just racist grandstanding - would benefit everyone!	Invest in resources for teachers, students and schools. Long-term solutions, such as this, will bring stability to the economy. The added bonus, an educated populace is a productive populace.	We have to do some damage control as the result of SB1070. People around the country think we are crazy. We worked on four contract in NM for almost 6 months and they all turned down meetings within days of 1070 passing. Total contract values were in excess of \$3.5 million! That hurt! I can't imagine what it is doing to tourism and related industries.	Open up Mill Avenue back to four lanes in downtown Tempe and put in some free parking	I haven't noticed it so much in Tempe (as I do in Mesa or Phoenix) but the city MUST make sure it is ONLY watering grass and vegetation pre-dawn and post-dusk. Watering in the middle of the day (in the middle of the summer) is not only bad for the grass/vegetation, it's a HUGE waste of money as the water immediately evaporates.
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Does Tempe still offer free parking at that new garage next to the courthouse? It was free on weekends for awhile there... maybe it's time to expand the hours. Either way, word needs to get out to the community; I don't think many people know about it.			
Need more affordable housing close to downtown.	Temporary Campground for the Homeless would provide address, public transportation and support services.	More Public / Street Art.	"Development" of Ash Avenue to College Avenue, especially SE Quadrant. As a finer-textured, individual / lower-rent shops, pedestrian-oriented alternative to Mill Avenue.
			Street Trees: Downtown streetscape was a dramatic improvement over what existed prior. Over 20+ years, slight problems became evident. (Wrong trees, birds, blocking views of certain historic buildings, urban soils). Should reconsider design, rather than just mindlessly replace Ficus with Pistache.
		Developer, Improvement District or volunteer meter-based contributions for funding maintenance.	Other shading devices mentioned at meeting already addressed in City / DTC Storefront Design Guidelines.
		C.P.T.E.D., "maintenance" and maintenance-base "improvements" are weak links in the process.	Corinna Fritsch's Idea: Solicit citizen ideas through mail / online / utility bill survey - the ultimate in community-based / democratic design.

Host a student forum for upper classmen and Grad students on what Tempe can offer for business ideas.	Build a career connection for (currently enrolled) ASU students and Downtown Tempe Businesses. (Matt Meloy)	Website with centralized listing resources for small businesses (assistance with State & County organization) that provide low/no cost services for businesses.	Centralized listing of open jobs for Tempe employees to list job openings.	Remind Tempe residents who shop at Fry's on SE corner of Ray & Rural (city of Chandler) that if they shop Fry's on NW corner of Ray & Rural they're keeping their city tax dollars in Tempe. Or maybe for grocery stores that's not a big deal since not everything's taxed. But it helps keep the store in business. I shop Bashas' since I like it and it's a local business
				Anonymous informational survey with things like 1. I live in Tempe a. yes, primary residence b. snowbird c. no 2. I work in Tempe 3. I go to a gym in Tempe 4. I buy cars in Tempe 5. I staycation in Tempe (this one's tough without an AZ Grand type resort) 6. I go to the library in Tempe. Leave space for, "If not, why not?" responses. I'll do a draft if you want, but you could put that together better than I could.

Allow mid-rise mixed use in outdated and underutilized strip malls.	<p>See if Tempe businesses want to go in on a shopping bag that lists them and for some, their cross-streets - the idea is to remind people to shop Tempe, but more importantly, to let them know the location(s). Then they can sell the bag for \$1 or something at their stores/businesses and at city events and Thursday Market. Maybe Tempe could list local businesses on one side, and chains on the other. Chandler has a fairly cool design on a recycling bag. It's black with lime green and bright blue print.</p>	Retail	<p>Since the Riverside neighborhood area can't get a grocery store or accessory dwelling units to increase density, why not explore how Phoenix implemented their Small Business and Arts Overlay District. The Riverside area would be a good start to mix in galleries, salons, cafes etc. Downtown Scottsdale is not just 5th ave, Downtown Tempe should also not be Mill Avenue. Downtown Tempe should encompass a much larger area. Streetcars, Metro Light Rail, Passengers want to see business, Passengers want to stop... explore. Residential do not want to see passengers. Passengers do not want to see residential. Study Mixed Use along all main transit corridors.</p>

Allow selling/retail/restaurant carts on Mill Ave. to encourage vibrancy (like hot dog stands).	Patio's, Patio's, Patio's, Patio's, Patio's. This gets people.		
Long term larger sidewalks for better patio's and bus, trolley down middle, just keep east/west for cars. This will get cars to park.			
Focus on getting people here and the business will be find.			
<p>For the next seven years, let's allow developers and businesses to build small square footage, entertainment district store fronts all along the south shore of Tempe Town Lake (food, ice cream, bars, stores, etc.). These smaller stores would be perfect in the current economic recession because they would offer a more affordable rental base in exchange for a smaller square footage to work with. Small, eclectic businesses have worked well, lasted, and have been quality businesses in the past in Tempe - think Cafe Boa, Coffee Plantation, Dan Harkins little movie theatre, The Library, Slices Pizza, Dos Gringos. Everyone in Phoenix recognizes Tempe as a unique district. Advertising this to drivers on the 202 freeway as they pass the south shore district could be a lucrative seed. If the sales grow, then the big building developers can follow in seven years. If the sales are only enough for the small businesses, then we have as much tax base as we can without all the vacant buildings. (Continue below)</p>			

One more thing, work with ASU engineers and offer these businesses a sound eliminating technology for these store fronts to eliminate the air plane sounds overhead - the freeway sounds might be minor and not a nuisance. Check-out the Bose(r) head phones for air plane travelers, or maybe use glass sound barriers between patios and the town lake.	There are two key areas that are no longer what they used to be: Mill Avenue and Arizona Mills Mall. Ownership needs to change in both cases. Mill Avenue has forced businesses to close or relocate, and nowadays it is nothing more than a street with a few clothing stores, a pharmacy, and some restaurants. This needs to change. This is a place for college students, not Rodea Dr. Thus, the target business audience here needs to change. There are plenty of bars and restaurants around. We need something different. Stores with affordable prices and with a college vibe would help the area immensely. The city itself needs to invest in this too. The place is crowded, dilapidated, and is definitely not garnering the same traffic it once did. Maybe try and build something like a Goodwill or some specialty stores that would be willing to stay open until midnight. (continue below)	The second area of concern is Arizona Mills. The entire area is not very family-friendly. Again, key stores that would attract people would be nice. The aquarium was a step in the right direction. The surrounding area needs to get a facelift. The empty lot right by Lowe's on Baseline and Rural is an eyesore. A motorcycle dealership, or some sort of vehicle dealer of cheaper, more efficient means of transportation would be a great addition to the area.	Bring changing hands back to mill. in the borders location.

Please do not ask Changing Hands to go back to Mill. I guarantee my friends and I have purchased a lot more books there since they moved to Guadalupe and McClintock.	We hear a lot about the Mill Avenue district and many think it's just an extension of ASU. This area is so important to the growth of our city. Many visitors who come for events see the face of Tempe on Mill Avenue. It's historic, it's progressive and is a melting pot of people and businesses. Let's keep Mill Avenue vibrant and look to the future while not forgetting our past.	How about something to do with IKEA since IKEA's in Tempe? Ask IKEA if they'll give Tempe residents a 1% discount on purchases for the month of July - that would get me to buy more. Remind Tempe residents that when they shop in Tempe, their city sales tax goes to Tempe. This is tough, because some of us live closer to Chandler Fashion than to Tempe Marketplace. It has to be worth our while to travel to TM.	Have a contest that really encourages Tempe residents to shop Tempe. Make the prize a set of four tickets to something good at Tempe Center for the Arts. Send a fun, passport type contest form with the water bill, with places for 10 (or maybe 25) different store or business stamps. Encourage residents to go to Tempe stores they don't usually ... See Morepatronize (' for instance, do they usually go to Fresh and Easy in Chandler or Mesa instead of a Tempe Fresh and Easy?), and the stores can have a stamp or sticker verifying it's a Tempe location.

I'm counting how many times I frequent businesses in Chandler, Mesa or Ahwatukee/Phoenix instead of Tempe. Mostly it's because of proximity and driving patterns, but sometimes it's because there's not an equivalent store/business choice in Tempe. However, I'll make an effort starting today to shop Tempe. See my idea on Corey's wall about a passport card contest to encourage Tempe residents to shop Tempe.	See if Tempe businesses want to go in on a shopping bag that lists them and for some, their cross-streets - the idea is to remind people to shop Tempe, but more importantly, to let them know the location(s). Then they can sell the bag for \$1 or something at their stores/businesses and at city events and Thursday Market. Maybe Tempe could list ... See Morelocal businesses on one side, and chains on the other. Chandler has a fairly cool design on a recycling bag. It's black with lime green and bright blue print. I'll bring it to you so you can see it.	Remind Tempe residents who shop at Fry's on SE corner of Ray & Rural (city of Chandler) that if they shop Fry's on NW corner of Ray & Rural they're keeping their city tax dollars in Tempe. Or maybe for grocery stores that's not a big deal since not everything's taxed. But it helps keep the store in business. I shop Bashas' (... See MoreTempe) since I like it and it's a local business.	

Anonymous informational survey with things like 1. I live in Tempe a.yes, primary residence b. snowbird c. no 2. I work in Tempe 3. I go to a gym in Tempe 4. I buy cars in Tempe 5. I staycation in Tempe (this one's tough without an AZ Grand type resort) 6. I go to the library in Tempe. Leave space for, "If not, why not?" responses. I'll do a draft if you want, but you could put that together better than I could.	I am with Brandon and have the same thoughts regarding the NW corner of Baseline and 101. Also the Big Lots/Pure Fitness plaza on Baseline and Lakeshore, lots of empty space. On a positive note I love the new development near Lowe's on Baseline and Rural, that new Chipotle is always bustling! New Circle K, Jimmy John's (next to Whole Foods) and ... See Moresoon Smashburger. It's really great to see new businesses popping up in my part of Tempe. Now Tempe needs a Kohl's! I have been giving Chandler and Gilbert my Kohl's business for 5 years. And I had heard at one point that Costco may be going into Tempe Marketplace on the NE side. Any truth to that?	Whatever happened to the "mini" Dos Gringos that was supposed to go into that empty lot at 7th and Mill?	Individual Shops; bakery, books, butcher, cheese shop, delicatessen, fish monger, hardware, liquor, pharmacy, stationary, etc.,
	Small Neighborhood Grocery Store; Balducci's, D'Agostino's, Dean & Deluca's, Gristed's, Morton & Williams', Trader Joe's, etc..		

<p>Farmer's Market: Either permanent or temporary. Transit Center space would be ideal as it would be easily accessible by various modes of transportation, (similar to San Francisco's Ferry Terminal Market).</p> <p>Breakfast Place: Always requested by business folks and tourists. Similar to Harlow's, Pancake House in Scottsdale, or Matt's Big Breakfast in Phoenix, (but not an "everything under the sun" diner).</p>		
<p>Youth market covered. Something needed for children, middle-aged and older folks.</p>		